

| Ref # | Hits    | Search Query                                 | DBs   | Default Operator | Plurals | Time Stamp       |
|-------|---------|--|-------|------------------|---------|------------------|
| L1    | 67868   | information or ad or advertisement           | USPAT | OR               | ON      | 2005/09/07 15:43 |
| L2    | 87959   | information or ad or advertisement           | USPAT | OR               | ON      | 2005/09/07 15:45 |
| L3    | 1449351 | focus\$ or custom\$ target\$ or individual\$ | USPAT | OR               | ON      | 2005/09/07 15:44 |
| L4    | 809595  | information or ad or advertisement           | USPAT | OR               | ON      | 2005/09/07 15:45 |
| L5    | 65959   | 3 near5 4                                    | USPAT | OR               | ON      | 2005/09/07 15:46 |
| L6    | 120992  | buyer or purchaser or consumer               | USPAT | OR               | ON      | 2005/09/07 15:46 |
| L7    | 29366   | stamp or postage                             | USPAT | OR               | ON      | 2005/09/07 15:47 |
| L8    | 115     | 6 near5 7                                    | USPAT | OR               | ON      | 2005/09/07 15:47 |
| L9    | 2       | 5 near5 8                                    | USPAT | OR               | ON      | 2005/09/07 16:24 |
| L10   | 293     | storey-\$ .in.                               | USPAT | OR               | ON      | 2005/09/07 16:45 |
| L11   | 1793434 | point  | USPAT | OR               | ON      | 2005/09/07 16:26 |
| L12   | 114     | 10 and 11                                    | USPAT | OR               | ON      | 2005/09/07 16:27 |
| L13   | 793199  | notif\$ or inform\$ or announc\$             | USPAT | OR               | ON      | 2005/09/07 16:29 |
| L14   | 1803669 | point or stamp or discount                   | USPAT | OR               | ON      | 2005/09/07 16:29 |
| L15   | 40863   | pos or checkout                              | USPAT | OR               | ON      | 2005/09/07 16:30 |
| L16   | 40863   | pos or checkout or point adj of adj sale     | USPAT | OR               | ON      | 2005/09/07 16:30 |
| L17   | 41729   | 13 near5 14                                  | USPAT | OR               | ON      | 2005/09/07 16:31 |
| L18   | 181     | 16 near5 17                                  | USPAT | OR               | ON      | 2005/09/07 16:32 |
| L19   | 267     | lemon-\$ .in.                                | USPAT | OR               | ON      | 2005/09/07 16:46 |
| L20   | 73      | 14 and 19                                    | USPAT | OR               | ON      | 2005/09/07 16:51 |
| L21   | 111     | "4674041".uref.                              | USPAT | OR               | ON      | 2005/09/07 16:51 |
| L22   | 104     | 21 and 14                                    | USPAT | OR               | ON      | 2005/09/07 16:52 |

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| L9    | 2       | 5 near5 8                                    | USPAT | OR               | ON      | 2005/09/07 16:24 |
| L10   | 293     | storey-\$ .in.                               | USPAT | OR               | ON      | 2005/09/07 16:25 |
| L11   | 1793434 | point  | USPAT | OR               | ON      | 2005/09/07 16:26 |
| L12   | 114     | 10 and 11                                    | USPAT | OR               | ON      | 2005/09/07 16:27 |
| L13   | 793199  | notif\$ or inform\$ or announc\$             | USPAT | OR               | ON      | 2005/09/07 16:29 |
| L14   | 1803669 | point or stamp or discount                   | USPAT | OR               | ON      | 2005/09/07 16:29 |
| L15   | 40863   | pos or checkout                              | USPAT | OR               | ON      | 2005/09/07 16:30 |
| L16   | 40863   | pos or checkout or point adj of adj sale     | USPAT | OR               | ON      | 2005/09/07 16:30 |
| L17   | 41729   | 13 near5 14                                  | USPAT | OR               | ON      | 2005/09/07 16:31 |
| L18   | 181     | 16 near5 17                                  | USPAT | OR               | ON      | 2005/09/07 16:31 |